1 <u>Best Price Search Engine Including Smart Coupons</u>

2 Charles LU / Sadashiv ADIGA

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4 ABSTRACT OF THE DISCLOSURE

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6 Finding a best price available for a selected product, computed including

7 all relevant factors available to the search engine. Searching separately for the product

8 by price, and concurrently, searching for any available coupons or other discounts

9 available for that product from the seller. When obtaining price information, querying

10 for relevant information relating to purchase decisions. Obtaining relevant information

11 from third-party sources. When obtaining discount information, querying for relevant

12 information relating to applicability of that discount. Matching price information with

13 coupon information for each selected requested product, and computing an effective

14 price to the potential buyer. Aggregating the information it obtains, and presenting that

15 aggregated information. Filtering or sorting those results. Maintaining separate pricing

16 information for each product, uniquely identified by a code, in a database entry.

17 Maintaining separate information for each discount. Augmenting this information by

18 hand. Matching pricing information with discount information.